REFER-A-FRIEND

They say good things come in small packages. For Alpine smokers, good things often come in the mailbox. In the past, we've sent out unadvertised gift offers, coupons and free product samples. In the future, we'd like to be able to include your friends in such mailings. If you would, please pass this on to a friend who is a menthol smoker and have them fill out, sign and send in the following survey about their smoking preferences. You might want to fill out a form, too. So we sent an extra. It's the quickest and easiest way for everyone to be included.

Thanks again.

ALPINE

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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Lights: Kings 10 mg "tar" 0.7 mg nicotine; 100's: 10 mg "tar," 0.8 mg nicotine—Box: 16 mg "tar," 0.9 mg nicotine—Soft: 16 mg "tar," 1.1 mg nicotine as per cigarette by FTC method

SMOKERS SURVEY

FOR YOU

Limited to smokers, 21 or older. Offer good only in U.S. residents. Please take a moment to complete, sign and send this survey.

Your answers will help us better understand the needs of today's smokers. And in return, we will, in turn, use our mailing list so you may be eligible for future unadvertised offers.

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?

2. About how long have you smoked this brand?

3a. Is your regular brand: (✓1 Box only)

3b. Is your regular brand: (✓1 Box only)

3c. Is your regular brand: (✓1 Box only)

4. Do you usually buy it by the:

5. What, if any, was your previous brand?

6a. Please indicate how interested you would be in receiving each of the following Alpine items:

6b. Which one would you like most?

7. Which of the following statements best describes the way you feel about cigarette coupons? (Check one answer below.)

8. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

9. How many packs of cigarettes did you smoke in the past month?

10. Of these total packs, how many were your regular brand and how many were other brands?

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Source: https://www.industrydocuments.ucsf.edu/docs/ftgy0003

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